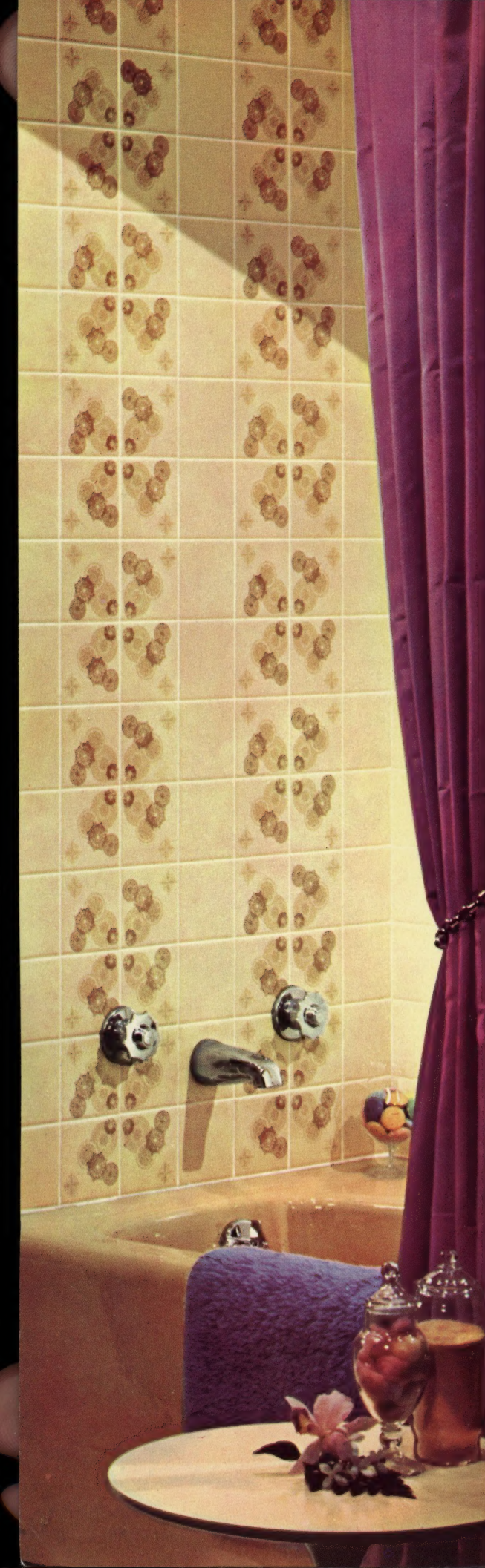




CERAMIC TILE  
**American  
Olean**

*New Decorating Ideas*  
with Ceramic Tile





## Discover the decorative ways of tile ...

In this booklet you will see ceramic tile used by leading decorators and designers in all sorts of interesting new ways and places in homes. You will see it in entrance halls, family rooms, dining areas, laundries . . . on walls, floors, countertops, window sills . . . even outdoors on patios. For ceramic tile is far too beautiful and versatile to be used only in bathrooms and kitchens.

And today, ceramic tile offers such a sparkling variety of colors, sizes, shapes and textures to inspire your decorating! The illustrations on the following pages show many different types of American Olean tile used in fresh decorative effects that may suggest new design ideas to you. You will see:

**Glazed Wall Tiles** in sparkling bright or soft matte finishes in 54 decorator colors.

**Crystalline Glazed and Scored Tiles** to add rich texture and design interest to floors, walls and countertops. (See these on pages 4, 5 and 15.)

**Decorated Tiles** and jewel-bright Sparklets\* in a variety of colorful designs to add individuality to walls. \*Trademark

**Precedent Ceramic Mosaics**, velvet-toned unglazed tiles for floors and walls in random or formal patterns designed to harmonize with glazed tile colors.

**Murray Quarry Tiles** in warm, natural earth tones—handsome and hardy on floors in busy areas, inside and out.

### And what could be more practical than decorating with tile?

- Tile is stain-proof, dent-proof, fire-proof, scratch-proof.
- Never needs waxing, polishing, refinishing.
- Wipes clean with just detergent and water.
- Permanent—no upkeep expense.
- Adds to the resale value of your home.

Whether you're building or remodeling, ceramic tile can easily fit into your budget. The installations shown are all designed for modest or moderate priced homes.

**See your American Olean Tile Contractor** for samples, free estimates and a beautiful tile installation. He's listed in the Yellow Pages of your telephone directory under "Tile—Ceramic".

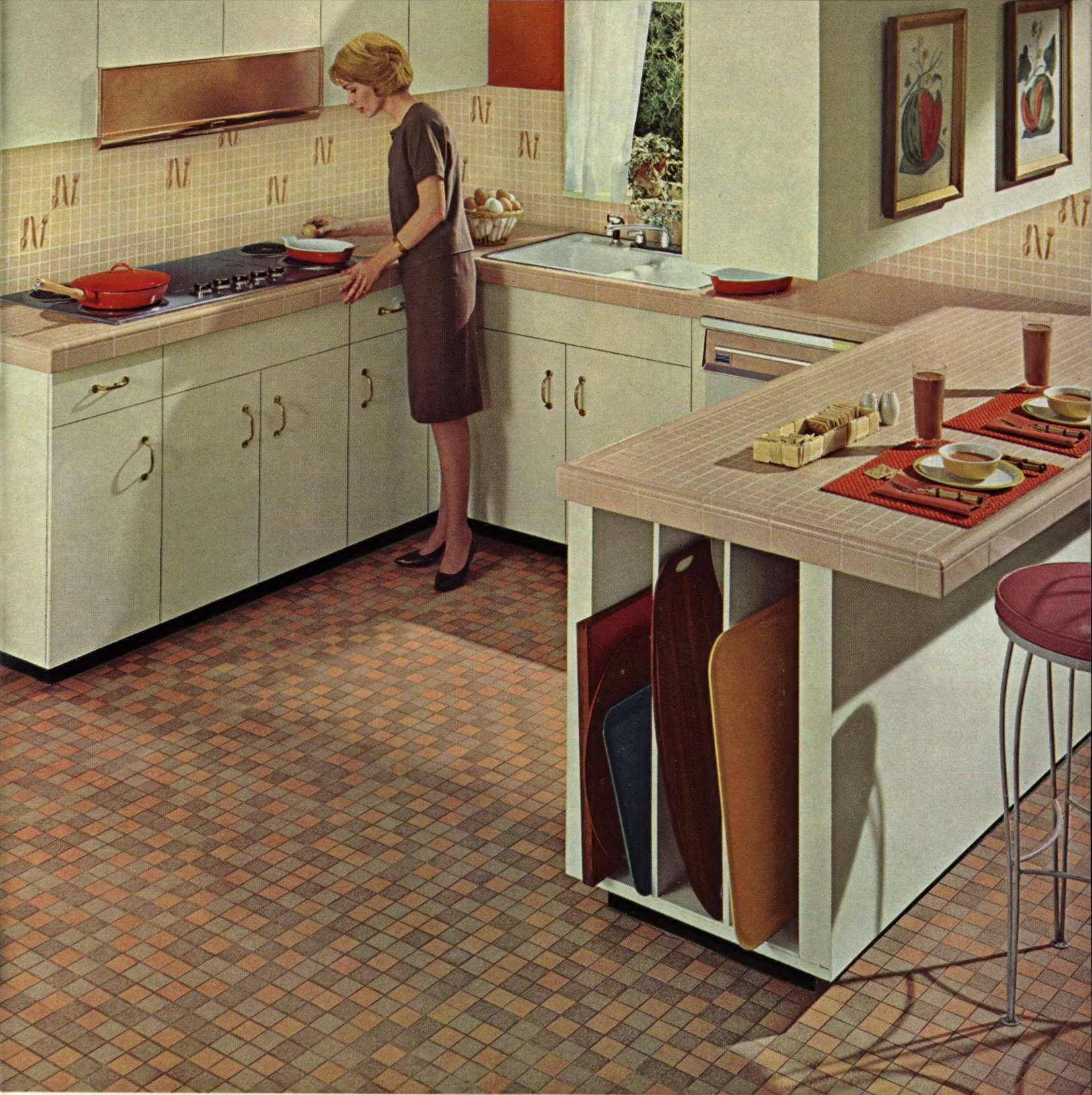
◀ Bathroom tub wall in 58 Vellum with decorated inserts Galaxy K-1. Plate 128.

Front cover. Entrance wall is 97 Gardenia with decorated inserts Fleur D-2. Floor: Precedent ceramic mosaics, pattern P24-2126. Plate 131.

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## Color Harmony Made Easy

Because American Olean tile colors are coordinated within nine popular color families, it is easy to select floors and walls that blend harmoniously. In this handsome kitchen, the harmony is especially pleasing, combining softly muted tones of Vellum and Crystalline Buckwheat on walls and counter with warm beiges and browns in the textured ceramic mosaic floor. A few gay decorated inserts add charm and character to the whole.

Against such a background, accessory colors can be as bold and bright as you wish. Choose vivid flame tones as here—or flashing blues, sharp greens, sunny yellows—for striking effect. Change accessory colors as often as you wish; your tile will still look beautiful.

▲ Kitchen wall is scored design SD-1 in 58 Vellum and 392 Cr. Buckwheat with decorated inserts Knives and Forks U-2. Counter: SD-1, 392 Cr. Buckwheat. Floor: Precedent ceramic mosaics, pattern P11-2168. Plate 132.



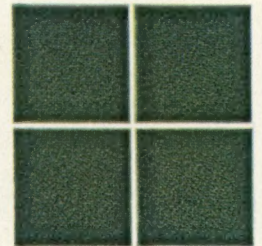
## Crystalline Glazed and Scored Tile Add an Elegant Look

Use crystalline glazed and scored tile for the newest look, anywhere in your home. Its subtly textured, softly lustrous surface brings special richness and warmth to your decorating schemes. Its rugged glaze makes it practical for floors as well as walls.

Crystalline glazes are available in 17 beautiful colors and in four interesting Scored Tile designs. See page 15 for colors and designs.

The scored designs are unusually decorative and versatile. They can be combined with other scored or unscored tiles to create many handsome patterns.

Crystalline and scored tile is ideal for walls, countertops and floors in bathrooms, powder rooms, kitchens, laundries and utility rooms. It is popular also in entrance areas, recreation rooms, and around fireplaces.



Scored Tile SD-5,  
325 Crystal Green.

◀ Bathroom vanity wall and countertop: scored design SD-5, 320 Cr. Brown and 332 Cr. Toffee. Floor: SD-5 and 4 1/4" squares, 362 Cr. Charcoal. Plate 121.

▼ A kitchen range wall, gay and work-saving with decorated scored tiles—Summer Wheat S-3 and Rooster Q-3 used with scored design SD-5, 51 Jonquil. Plate 129.



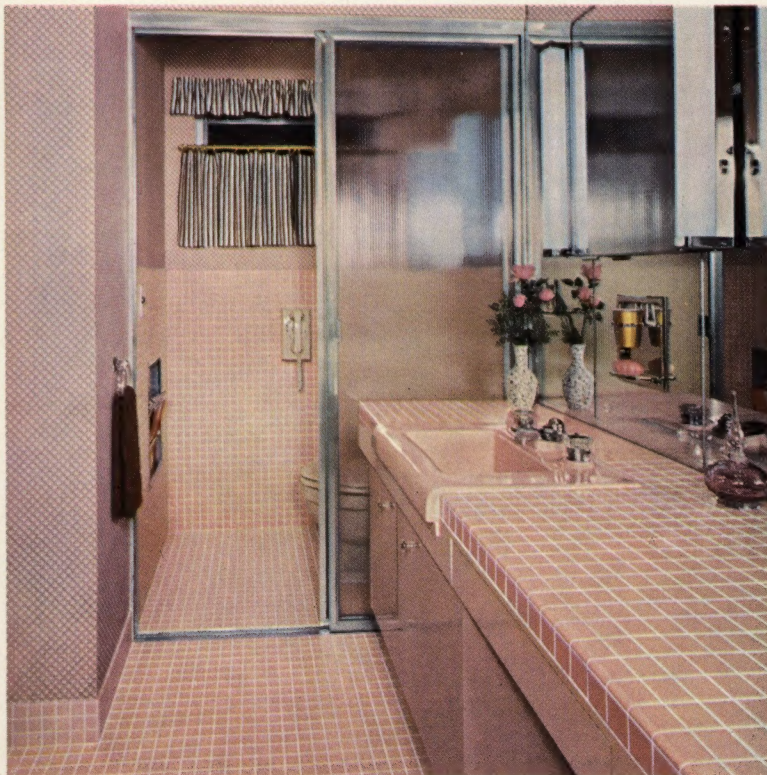




▲ Smart decorating idea—use crystalline glazed and scored tile to glamorize and spill-proof a window sill. Tile is scored design SD-1, 320 Cr. Brown. Plate 75.

► A boldly striped wall and harmonizing patterned floor in crystalline glazed scored tile brings richness and a feeling of spaciousness to a small tub area. Wall is scored design SD-5, 335 Cr. Aqua and 365 Cr. White. Floor: SD-5 and 4¼" squares in 335 Cr. Aqua. Plate 121.

▼ The handsome texture and warmth of crystalline glazed scored tile adds an impressive look of luxury to a work-a-day family bath. Walls and floor are scored design SD-1, 355 Cr. Pink. Counter: 67 Hibiscus. Plate 88.







## Kitchens that are color-bright and care-free

Tile's wonderful work-saving ways make it worth its weight in gold in your kitchen! Think of the hours and hours of clean-up time tiled walls and countertops will save you. Hot pots can't scorch tile; splattered grease, spilled food, strong disinfectants can't hurt it. You never have to wax a tiled kitchen floor. A quick

swish of a mop keeps it at its colorful best. High heels and chair legs will not indent it. Only tile gives you all this and such decorative beauty too.

▲Sunny color scheme for a work-saving kitchen: walls and window sill in 392 Cr. Buckwheat. Counter: 98 Smoke Gray. Floor: Precedent ceramic mosaics, pattern P53-3191. Plate 125.





◀ How to wear-and-splash-proof a laundry room or busy back entrance: Murray quarry tile floors, 6" x 6" in Fawn Gray. Walls: 335 Cr. Aqua and 345 Cr. Cobalt. Plate 133.

▼ Add a few decorated tiles for a special custom touch in your kitchen (these cost less than \$5). Range wall is scored design SD-1, 362 Cr. Charcoal with decorated inserts Rooster Q-4. Countertop: SD-1, 390 Cr. Salt & Pepper. Plate 134.







**So many good places for tile!** Wherever you use American Olean ceramic tile, you add beauty and end care problems. In TV or family rooms, tile adds so much to your leisure hours—looks handsome while it lets you relax.

In serving areas, tile's decorative moods can be as elegant and formal—or as bright and gay—as your own.

In entrance areas, tile welcomes guests warmly—creates a distinctive first impression of your home.

Outdoors the hardy earth tones of Murray quarry tile add lasting beauty to patio, porch or walk.

Other ideas—use colorful decorated tiles around a fireplace . . . crystalline glazed tiles on window sills . . . quarry tile on utility room and workshop floors.





▲ Dinette wall: decorated scored tile Contempora J-4. Countertop: scored design SD-1, 365 Cr. White. Floor: SD-1, 365 Cr. White with inserts of 310 Cr. Blue. Plate 135.

◀ Family room floor: Precedent ceramic mosaics, pattern P38-7141. Plate 138.

▶ Entrance hall floor: Precedent ceramic mosaics, pattern P23-2115. Plate 126.

▼ Outside patio: Murray quarry tile 6" x 6", Sahara and Canyon Red. Plate 119.







## Bathroom Beauty at Your Fingertips!

With tile's wealth of color and design at your command, there's no reason why your bathrooms shouldn't be as distinctive as you wish—reflecting your own tastes and practical needs. And it costs no more with tile. The bathroom above looks like a custom installation yet it uses only standard American Olean tiles. The few decorated tiles in the tub area add an immediate touch of individ-

uality at very little extra cost. Crystalline glazed and scored tile adds the warmth of texture. See how the lovely rose tones of the Sea Shell decorated tile are picked up and repeated on walls, countertops and in the Precedent ceramic mosaic floor, bringing color unity to the overall scheme.

▲ Tub Wall: scored design SD-4, 365 Cr. White, with decorated inserts Shell V-1. Vanity wall: 23 Pink Blush. Countertop: SD-1, 355 Cr. Pink. Floor: Precedent ceramic mosaics, pattern P50-3191. Plate 130.





**Take your pick** from American Olean's sparkling palette of tile colors and have just the effect you want. Cool and elegant with blues or greens, charming and cheery with sunny yellows or warm pinks . . . or use neutral beige and gray tones, accented with bright towels. Don't forget to plan for plenty of towel bars, soap holders and other bathroom accessories. American Olean offers a complete line, in colors to match your tile.

▲ Pinks predominate in this ceramic mosaic bathroom. Wall: 1" sqs. Cameo. Floor: 1" sqs. Dove Gray, Pepper White and Haze. Plate 110.

Top Right: Blue-greens keynote this color combination. Wall: 340 Cr. Ivy. Floor: SD-1, 335 Cr. Aqua, 362 Cr. Charcoal. Plate 98.

► Warm spice colors invite rich accessorizing. Walls and countertop are 33 Nutmeg. Floor: scored design SD-1, 320 Cr. Brown. Plate 139.





## BATHROOMS as

◀ A vanity topped with tile is such a practical idea. Walls are 23 Pink Blush. Vanity top:  $8\frac{1}{2}$ " x  $4\frac{1}{4}$ ", 97 Gardenia. Floor: Precedent ceramic mosaics, pattern P22-2126. Plate 90.





## colorful as you wish

► A striking black and white bathroom takes handsomely to vivid accessorizing. Walls are 97 Gardenia. Floor and countertop: scored design SD-1, 362 Cr. Charcoal. Plate 140.



▲ Bold stripes in a shower alcove add individuality. Stripes are scored design SD-1, 325 Cr. Green and 335 Cr. Aqua. Shower floor: SD-1, 325 Cr. Green. Bathroom walls and floor: SD-1, 335 Cr. Aqua. Plate 83.

◀ Large size tile set vertically adds height and spaciousness here. Tub walls: 8½" x 4¼", 84 Peach and 47 Brite White. Floor: 4¼" Octagon in 365 Cr. White with Dots in 84 Peach. Plate 137.

► Smart color scheme for a dressing area or bath. Walls: 2" sqs., Emerald. Countertop: 1" sqs., Celadon. Floor: Block Random, Reef Brown. Plate 108.





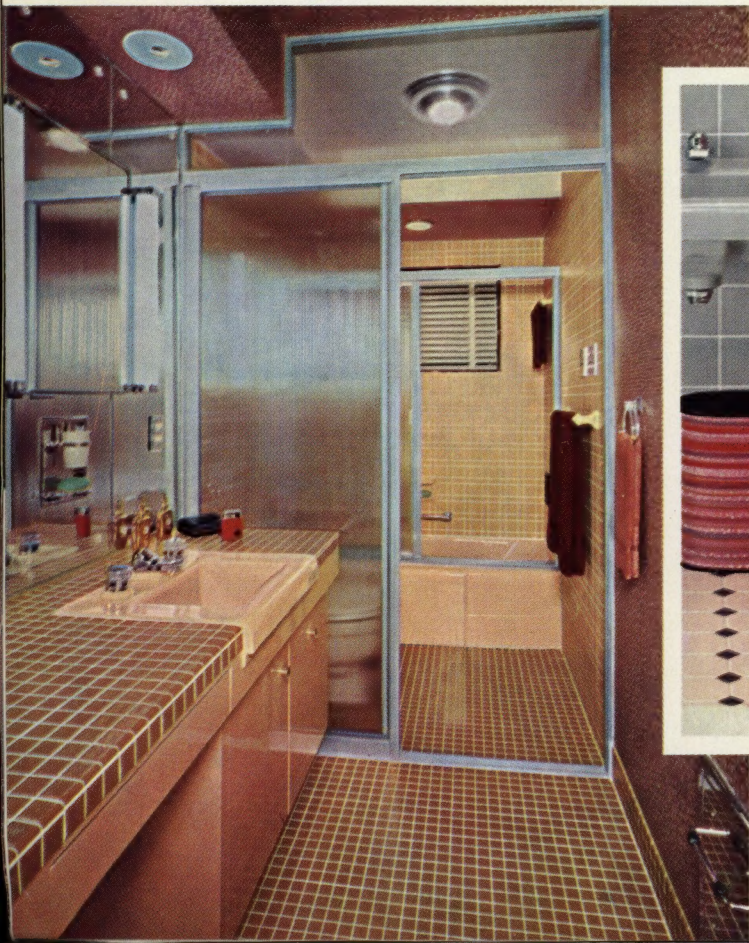


**Elegance comes naturally with tile.** No other material can ever give you tile's rich effect in a bathroom—its matchless look of quality. Yet for all its luxurious appearance, a tiled bath or powder room makes such good sense. Only tile will stay beautiful and new looking through years and years of splashing and splattering. Only tile is so easy to keep sparkling and sanitary.

◀ The elegant Roman look with modern ease of care. Wall is scored design SD-5, 310 Cr. Blue. Floor: Precedent ceramic mosaics, pattern P32-2395. Plate 124.

Below Left: A contrast of pattern and color adds attractive visual interest. Walls are scored design SD-3, 315 Cr. Tan. Floor and countertop are scored design SD-1, 320 Cr. Brown. Plate 85.

▼ Planned for luxury with tasteful simplicity. Walls: 350 Cr. Gray. Tub end wall: 355 Cr. Pink. Floor 4 1/4" Octagon, 355 Cr. Pink with Dots of 362 Cr. Charcoal. Plate 96.

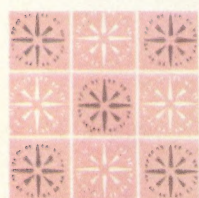




# New American Olean Tile Products to Enrich Your Decorative Schemes

## DECORATED TILE

These are just a few of American Olean's new, colorful  $4\frac{1}{4}" \times 4\frac{1}{4}"$  decorated inserts and strips. Others are shown throughout this booklet. For complete information on Decorated Tile and Sparklets, write for Booklet 1040.



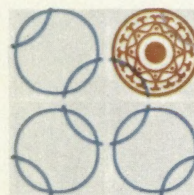
AMERICANA M-2



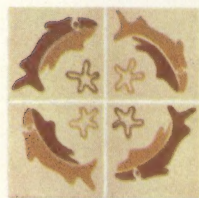
DECANTERS W-4



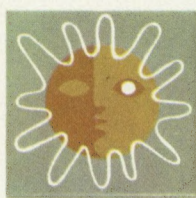
SEA HORSE Z-4



MEDALLION F-11



MARINA X-2



SUNGLO AE-3



SNOWFLAKES P-13



TIARA E-1



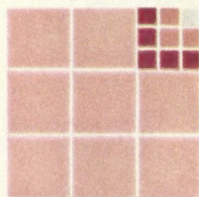
AM-9, 6" x  $\frac{3}{4}"$



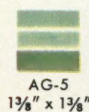
AL-5, 6" x  $\frac{3}{4}"$

## SPARKLETS

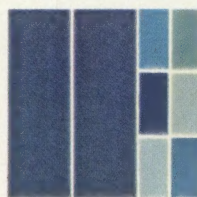
Sparklets are miniature scored tiles, small grooved pieces that are inserted into cut-out sections of larger scored tiles. Sparklets are designed for use as accent touches in a scored tile wall. They may be spotted at random or grouped in patterns to form bright flashes of decorative color. Sparklets are made in the nine American Olean color families and in the five scored designs which are shown below.



SD-1X, 355 CR. PINK  
WITH SPARKLET AF-1



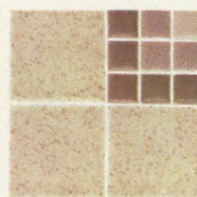
AG-5  
1  $\frac{3}{8}" \times 1 \frac{3}{8}"$



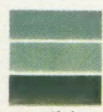
SD-4X, 345 CR. COBALT  
WITH SPARKLET AJ-7



AJ-4  
1  $\frac{3}{8}" \times 4 \frac{1}{4}"$



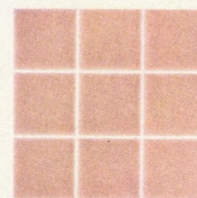
SD-5X, 392 CR. BUCKWHEAT  
WITH SPARKLET AH-3



AK-6  
2  $\frac{1}{8}" \times 2 \frac{1}{8}"$

## SCORED TILE

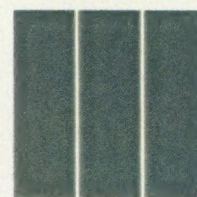
These  $4\frac{1}{4}" \times 4\frac{1}{4}"$  tiles are grooved to give the effect of several smaller units in one. Combined with each other or with unscored tile, they create distinctive patterns for floors, walls or counters, as shown throughout this booklet.



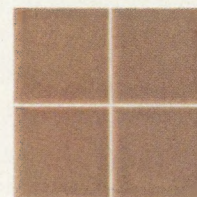
SD-1, 355 CR. PINK



SD-3, 392 CR. BUCKWHEAT



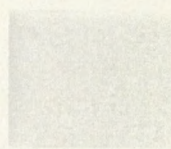
SD-4, 340 CR. IVY



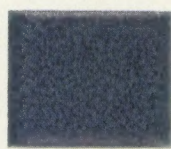
SD-5, 380 CR. FAWN

## CRYSTALLINE GLAZED COLORS

Crystalline glazed tile is made in 17 rich-textured colors—designed for use on residential floors as well as on walls and counters. Available in  $4\frac{1}{4}"$ , 3" and  $1\frac{3}{8}"$  squares, and  $4\frac{1}{4}"$  Octagon sizes.



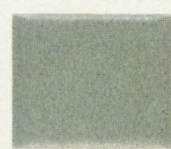
365 CR. WHITE



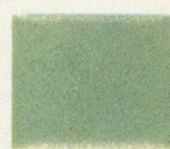
345 CR. COBALT



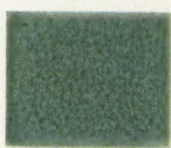
355 CR. PINK



350 CR. GRAY



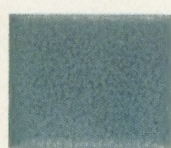
375 CR. LIGHT JADE



325 CR. GREEN



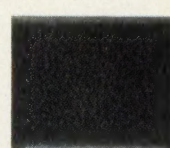
332 CR. TOFFEE



310 CR. BLUE



380 CR. FAWN



362 CR. CHARCOAL



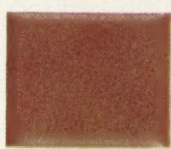
390 CR. SALT & PEPPER



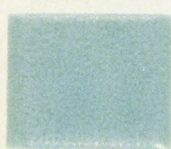
392 CR. BUCKWHEAT



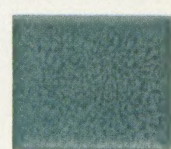
307 CR. SUNLIGHT



320 CR. BROWN



335 CR. AQUA



340 CR. IVY



370 CR. MOCHA

Ask your tile contractor to show you the complete American Olean line, which includes more than 125 colors in many sizes and shapes. He is listed in the Yellow Pages under "Tile—Ceramic."





Care-free elegance for a dining area. Walls are decorated scored tile Contempora J-4, used in an overall pattern. Countertop: scored design SD-1, 365 Cr. White. Floor: SD-1, 365 Cr. White with inserts of 310 Cr. Blue. Plate 136.

CERAMIC TILE  
**American  
 Olean**

AMERICAN OLEAN TILE COMPANY • EXECUTIVE OFFICES: LANSDALE, PA. • A SUBSIDIARY OF NATIONAL GYPSUM COMPANY